## Surveys

**Learning objectives:**
1. Understand when to use surveys for evaluation.
2. Understand why to use existing surveys.
3. Understand how to structure a survey.
5. Understand how to recognize problems and how to fix them.

**Sources:**
- [https://measuringu.com/survey-ux/](https://measuringu.com/survey-ux/)
- [https://measuringu.com/survey-tips/](https://measuringu.com/survey-tips/)
- [https://psr.iq.harvard.edu/files/psr/files/PSRQuestionnaireTipSheet_0.pdf](https://psr.iq.harvard.edu/files/psr/files/PSRQuestionnaireTipSheet_0.pdf)
- [https://www.qualtrics.com/blog/good-survey-questions/](https://www.qualtrics.com/blog/good-survey-questions/)

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## Evaluation

**Recall evaluation paradigms:**
- Quick and dirty
- Usability testing
- Field/naturalistic studies
- Analytical evaluations

**Recall techniques/methods:**
- Think-aloud
- Experiments
- Observations
- Heuristic evaluation
- Cognitive walkthrough

**What are the “costs” associated with each technique?**
Think in terms of type of questions they can answer, the types of data collected (i.e. qual/quant), time to prepare, time to run evaluation, need for complete vs proto system, difficulty in finding qualified users to test, how many users can be tested, etc.
Evaluation

• What do you do if there isn’t enough time to perform an observation evaluation?
• You can’t find enough qualified people to perform a usability study?
• There is no “real” system to evaluate?
• There is not enough money to fund interacting face-to-face with any users? (Until you can provide compelling arguments that this is needed!)

Should you just let R&D and Marketing build what they think will provide a good-enough User Experience?

Enter Surveys

• Clearly don’t give behavioral data like tests/observations can give.
• Can still give similar data as usability tests, depending on the survey of course.
• If you can, use an existing survey since these have already been tests for reliability and validity. Also, you can compare results with other products that used the same survey.

Case from MeasuringU: SUS (System Usability Scale)
Question Types

• Open-ended:
  – biggest variety of answers; gives you more info regarding what respondents are thinking
  – take a long time to ask and analyze (since comparing answers involves coding that may be complex)
  – often skipped by users

• Closed-ended:
  – must be carefully worded so respondents interpret them the same way

Question Goals

1. Measure the underlying concept of interest
2. Don’t measure anything else
3. Interpreted the same by all respondents
Question tips

• Define terms specifically
• Provide reference frames
• Use ordinal scales (5 or 7 pt best, with middle point clear)
• Answer choices must include all possibilities; make sure choices are unique; use ‘Other (please specify)’ if you’re not sure you have all the possibilities
• Avoid vague/imprecise terms; questions need to be specific and answers need to be independent – they need to be mutually exclusive
• Avoid complex sentences
• Avoid questions that measure >1 thing (double-barreled questions)
• Avoid leading, emotional, or evocative language
• Use all positive wording on scaled questions
• Use both open-ended and closed-ended questions

Survey Tips

• Create a clear hypothesis that is testable using your survey.
• Concentrate on surveying a representative sample of the population rather than lots of people.
• PRE-TEST, then REFINE, then TEST AGAIN!!!
• Keep it short. Long questions and long answers and long surveys decrease the chance of getting results.
• Do NOT require respondents to answer questions, especially ones regarding private information.
• Question order – people are impacted by previous questions:
  – Start with introduction
  – General questions first (easy to answer), BUT do NOT place questions out of order or context
  – Ask sensitive questions (e.g. demographics) near the end
  – Randomize questions to get better data across the responders
  – Only give questions applicable to each respondent (branching in surveys)